



Capturing Interest – Unlocking Potential

CELEBRATE BLACK HISTORY MONTH 2010

1 – 31 OCTOBER

AGED 7 – 14?

REVIEW ONE OF RAINTREE'S WORLD BLACK HISTORY TITLES

WINNING REVIEW TO BE INCLUDED IN 2011 CATALOGUE

Raintree Publishers are celebrating Black History Month by asking students aged 7 – 14 years to send in book reviews for one of the titles in Raintree's World Black History series. Part of the best written review with supportive reasoning will be published in Raintree's 2011 catalogues and will be put forward for publication on The Reading Agency's 'Group Thing' website.

Raintree's World Black History series comprises six titles that take readers on a unique journey through world history exploring major curricula areas such as slavery, the empire and post-colonialism. The six titles: *'African Roots'*, *'The Slave Trade'*, *'The Struggle for Freedom'*, *'Making Their Mark'*, *'Independence & Equality'* and *'Building the Future'* place key people and achievements into an historical context, right up to the present day and the election of Barack Obama. Contextualising all major African events into the course of world history the series includes biographies that help students fully understand the individuals involved and is supported by timelines and maps.

As part of the celebration Raintree is offering a 20% discount on their hardback World Black History Pack (including all six titles). The offer launches on 13 September and is open until 31 October. Details for discounted purchase can be found at www.raintreepublishers.co.uk/content/blackhistorymonth.

Reviews should be submitted via email to feedback@raintreepublishers.co.uk or by post for the attention of Gemma Mallon, Raintree, Halley Court, Jordan Hill Oxford OX2 8EJ before 31/10/2010. Please include name, age and full contact details with each entry.

Black History Month is held every October in Britain, and February in the USA and Canada. The aims are to promote knowledge of Black History, Culture and Heritage; disseminate information on positive Black contributions to British Society; heighten the confidence and awareness of Black people of their cultural heritage.

The origins of Black History Month go back to 1926 when Carter G Woodson, who edited the Journal of Negro History for 30 years, established African Caribbean celebrations in America. It was first celebrated formally in Britain in 1987 since when the number of events has grown exponentially with schools, libraries, museums, archives and a range of cultural venues participating each year across the country. Events start as early as mid-September and continue until mid-November. Originally October was chosen as Black History Month because of its significance within the African Cultural calendar. The period of the Autumn equinox in Africa is consecrated as the harvest period, the period of plenty, the period of the Yam festivals. October is also a period of tolerance and reconciliation in Africa; it is a period of the coming together of the various bodies that entail African societies and Kingdoms. The ancient African image of Sankofa is used for Black History Month as it symbolises learning from the past.

Ends 10/09/2010

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Please send your reviews for the attention of Gemma Mallon at the above address.

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Managing Director: Miles Stevens-Hoare; UK Sales & Marketing Manager: Teresa Morris.

Raintree – New Brand New Decade

From January 2010 the publisher Heinemann Library that has brought the UK's libraries and classrooms the best of non-fiction information books for over 15 years, has been known as Raintree

Publishers. The newly branded Raintree continues to offer the best of Heinemann Library's well known non-fiction and digital collections as well as the original Raintree series catering for reluctant readers.

Raintree's aim is to '*capture the interest and unlock the potential*' of children and young people by introducing them to the joy of reading. Every book and digital resource is designed to interest and inspire young readers, maximising their enjoyment, personal growth and academic development as measured by the curriculum.

Renowned for both the quality of its production and its comprehensive range of publishing, Raintree remains a popular choice for anyone involved with children and young people's learning and development up to the age of 16 whether in schools, school libraries, public libraries or the home.

Community & Charity

Raintree supports a range of community and charity projects in order to benefit literacy and learning in the wider community. Current projects include the Rose Hill Read & Swap Community Library, Oxford; 12 scholarship places at either Oxford Brooks or Oxford University for students studying primary teaching, English literature, English language or graphic design; free download on how to deal with swine flu. For further information please see www.raintrepublishers.co.uk